

Montana WIC Program

Retailer Newsletter

Training Issue 2014

SPRING 2014

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Information

Please share this
information with
your staff.



WIC Training Materials

The training issue of the WIC newsletter provides WIC training reminders and updates on changes to the program. Use this newsletter together with the Retailer Reference Manual, Cashier Training DVD and WIC food list to provide comprehensive training. Call the State WIC Office or ask your LARC (Local Agency Retail Coordinator) for more copies of training materials.

What is WIC?

WIC is a special supplemental nutrition program that teaches nutrition and provides healthy foods for families and brings money into your store and local community.

WIC offers families:

- Nutrition education
- Breastfeeding promotion and support
- Health and social service referrals
- Benefits to buy healthy foods and formula

Who Qualifies for WIC?

In order to qualify for WIC, families must meet four eligibility criteria.

- 1) Household income guidelines
- 2) Be a pregnant or postpartum woman, an infant or a child under 5 years of age
- 3) Have a medical or nutritional risk factor
- 4) Live in Montana



Montana WIC Facts April 2014

- ⇒ WIC participants served – 19,475
- ⇒ Authorized retailers – 194
- ⇒ Benefits (checks) paid – 48,720
- ⇒ Benefits (checks) rejected – 460
- ⇒ Top rejection reasons:
 - » Missing Stamp – 203
 - » Illegible Stamp – 84
 - » Over Max Price – 136
 - » Missing Signature – 22
 - » Early Cashing – 6



Shelf Tags

Use of “WIC Food” shelf tags under WIC-approved foods makes finding the right foods easier for WIC shoppers! Proper placement of shelf tags also helps minimize disputes at the check stand. WIC encourages each retailer to designate someone to go through your store (Retailer Booklet in hand), once a month, and make sure the tags are correctly placed under all WIC-approved foods. The tags are item specific – do not remove the “WIC Approved Item” part of the tag from the food item description. Contact the State WIC Office for additional sets of the tags.

Door Decals

Montana WIC Participants can only shop in stores that display the “We Accept WIC Benefits” decal. Place the decal in a highly visible location on or near the entrance to the store. Retailers with more than one entrance may request additional decals. The old paper posters should be removed and replaced with the door/window decal.

New Food List and Sticker

Make sure you are using the new food list as of May 1, 2014. You will also receive or will receive shortly stickers to update your list as “State Brand” cheese has changed exclusively to “AMPI” brand cheese.

If you have any questions about the new food list or would like more copies, please contact Leah.

Enfamil ProSobee Package Change



Enfamil has changed the packaging to their ProSobee formula. If it is not in your stores yet, it will be soon. The UPC code or size of the WIC approved can did not change.

Baby Food Reminder

Beech-Nut created 4.25 oz. glass jars of fruits and vegetable baby food. The line of baby food is marketed as “100% Natural” and is not WIC approved; only 4 oz. glass jars of fruits and vegetables and 2.5 oz. glass jars of baby food meats are WIC approved. “Beech-Nut Classics” or “Beech-Nut Goya” on the labels are good hints the jar is 4 oz. or 2.5 oz. Visit beechnut.com for more information.



Upcoming WIC Changes

There will be a few more changes to the WIC program starting October 1, 2014. In preparation for these changes, there will be mandatory conference calls scheduled in late August and early September to discuss the changes and answer any questions. You will receive a letter closer to the conference call date specifying times and call-in information.

Incentive Items

WIC authorized retailers may not use incentive items to get WIC customers to shop at your stores. An example of an incentive item promotion is “Use your WIC benefits here and get free soda.”

WIC customers are allowed to participate in any promotion that is available to other shoppers. Examples of these are free ounces in a WIC approved product, buy one get one or get a free item with the purchase of another item. If there are free ounces of a WIC approved product, for instance cereal, these free ounces do not count toward the total ounces available on the benefit. If a WIC customer brings up two regularly 18 oz boxes of cereal but the promotion allows for 10 free ounces per box, the WIC customer would be able to purchase both boxes.

The important concept to remember with incentive items and promotions is they must be available to all customers and cannot be available to only WIC customers.



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225 copies of MONTANA WIC RETAILER NEWSLETTER were published at an estimated cost of \$0.122 per copy, for a total cost of \$27.45 for printing and \$99.00 for distribution.

Who do you call?

Retailers should contact their Local WIC Agency for concerns regarding complaints and participant concerns.

Contact **Leah Steinle** (406-444-5530) for questions about benefit redemption or allowable WIC foods.

Contact **Glade Roos** (406-444-2841) at the State WIC office with questions about your contract or stocking requirements.

Contact **Kevin Moore** (406-444-4746) with price changes for WIC foods.

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